



Office of Public Information
3600 South Constitution Boulevard
West Valley City, Utah 84119-3720
Office: (801) 963-3466
Mobile: (801) 232-0466
Fax: (801) 955-3604
Email: aaron.crim@wvc-ut.gov

For Immediate Release

Date: September 14, 2011

Contact: Aaron Crim, Public Relations Director, (801) 963-3466 (media use only)
Susan Klinker, Program and Development Director, (801) 965-5101

Cultural Center Supports Local Artists with Partners Program

West Valley City – The Utah Cultural Celebration Center continues its popular *Partners Program*, designed to assist local artists and arts organizations by providing them with something they need most – space. Now in its sixth year, the Partners Program has provided that coveted space for rehearsals, classes, meetings and other weekly gatherings for Utah's music, art, singing and dance communities.

The innovative program allows those organizations accepted into the program to use facility space with no out of pocket costs. Instead of paying usual rental fees, artists and arts organizations admitted into the *Partners Program* are instead required three things in the goodwill exchange: 1) an agreed upon service from the partner organization equal to what facility costs would have been under a normal rental agreement; 2) mention of the Cultural Center as a partner in all public events, and 3) recognition of the Cultural Center on all promotions and advertising. Although all kinds of exchanges are considered, Cultural Center staff prefers exchanges that offer public arts programs or performances.

Last year's success has not gone unnoticed by Cultural Center staff. "This is a real win-win situation," says Michael Christensen, UCCC Folklorist. "With the Partners Program, the Cultural Center fulfills its mission by truly assisting artists in an area they desperately need, and at the same time the Cultural Center gets something we value in return – performers, artists, demonstrators and other partners that help the Cultural Center present quality community arts programs."

Inquiries from a wider range of artists seem to be a trend for this year's pool of applicants, something staff are excited about. "With the variety of artists applying this year, the Cultural Center will be able to expand our own programming efforts, as well as provide assistance to many organizations struggling in the arts community," explains Program Director Susan Klinker.

Klinker also notes the importance of the program in terms of community building and collaboration. "These artists provide us with high quality cultural arts performances that come from the heart of our community" she explains. "The Partners Program truly gets at the core of the Cultural Center's mission and embraces our spirit of collaboration with the community." The Cultural Center is also beginning to schedule more performances out in the community and at local schools. This provides great opportunities for local artists and presenting organizations to access new audiences.

To be put on an email list for announcements about upcoming opportunities, please send an email to susan.klinker@wvc-ut.gov

Detailed information about and applications for the Utah Cultural Celebration Center 2012 *Partners Program* is currently available online at culturalcelebration.org or the Utah Cultural Celebration Center: 1355 West 3100 South. For more information, please call 965-5101.